

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 5/10/2016	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board. District 2.			
(5) RECOMMENDED ACTION It is recommended that the Board re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board for two-year terms. Their terms will expire January 31, 2018.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT {x} Consent { } Presentation { } Hearing (Time Est. ____) { } Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS { } Resolutions { } Contracts { } Ordinances {x} N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A { } 4/5 Vote Required {x} N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY {x} N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 2			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 5/10/2016

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board. District 2.

RECOMMENDATION

It is recommended that the Board re-appoint Jayesh Patel and Steve Hennigh to the Cayucos Local Area Advisory Board for two-year terms. Their terms will expire January 31, 2018.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed in May of 2010. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designated the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

The Cayucos Local Area Advisory Board was formed on February 1, 2011. The Advisory Board adopted their by-laws on February 7, 2011. Section 1c of the By-Laws set out the terms of the Advisory Board members initially as staggered one-year or two-year terms. Jayesh Patel and Steve Hennigh have been serving on the Cayucos Local Area Advisory since it was created in 2011. Both individuals continue to express a desire to serve on the Advisory Board and, on April 4, 2016, the Cayucos Local Area Advisory Board voted to recommend to the Board their re-appointment for another two year term.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Cayucos local area met to form and determine the organization of their advisory boards. As noted above, the Cayucos Local Area Advisory Board is recommending the appointment of Jayesh Patel and Steve Hennigh.

FINANCIAL CONSIDERATIONS

None

RESULTS

This action continues the implementation of the local area provisions of the County Business Improvement District ordinance. The County does not establish performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes. It is assumed that the CBID Advisory Board will work with the local area advisory boards to develop measures that track the impact of the use of local area funds.

ATTACHMENTS

1. Jayesh Patel and Steve Hennigh letters of interest
2. Cayucos Local Area Advisory Board 4-4-16 minutes
3. Cayucos Local Area Advisory Board By-Laws Section 1c, page 2